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SUBJECT: Mr. Edward Eikner - Target of Opportunity Pianist: Evaluation

1. Summary: This program was initiated by post. In coordination with The National Music Conservatory (NMC) and The Ministry of Tourism and Antiquities, PAS Amman organized two public concerts and two workshops for target of opportunity pianist Mr. Edward Eikner during his program in Jordan on August 18 through August 24. The concerts took place following a hiatus in cultural programs and targeted a new audience of more than three hundred students, faculty members and music lovers. End summary.

2. The first concert was held at the Citadel and the second concert was held in the city of Fuheis. As for Mr. Eikner's workshops, the first was held at the NMC for a number of students and instructors. The second workshop was held at the Yarmouk University's faculty of Fine Arts for almost one hundred and twenty students of music and faculty members.

3. On Wednesday 21, "Al-Ra'i" leading Arabic daily ran an article reviewing the concert at the Citadel referring to cosponsors and commented that their involvement highlighted the relationship between the touristic and historic and the cultural. It also mentioned mentioned the patronage of H.E. Dr. Taleb Al Rifai, Minister of Tourism and Antiquities. Also on Wednesday, August 21, Ad-Dustour Arabic daily ran an article on the same concert. The article declared "Mr. Eikner invested an incredible amount of effort in transporting his audience to the highest level of music appreciation." On Friday, August 23, the Jordan Times announced Mr. Eikner's second concert in Fuheis as part of Amman's activities as the Arab Cultural Capital for 2002. It quoted the Director of the NMC in saying the NMC "Encourages the development of accomplished musicians and to promote music appreciation in the country." Mr. Eikner was featured on a live radio show on Jordan's FM English Language Radio Station on Thursday, August 22.

4. PAS requested Mr. Eikner's program to expose a new, younger audience including musicians and talented young Jordanians performers to an assortment of classical piano pieces conveyed by American talent. Mr. Eikner's program conveyed the message that music is a universal language and is the grounds for common understanding between cultures and peoples. Mr. Eikner exchanged a great deal of information with faculty members and students alike. He encouraged students to pursue a career in music and interested them in music degrees offered throughout the U.S. He also provided them with contact information and the promise of following up on his program in Jordan by responding to any queries they have and by giving them further insight into his musical background and techniques. Mr. Eikner also expressed an interest in visiting Jordan and the region once again for similar programs in the near future.

5. Cost-sharing: The Ministry of Tourism and Antiquities covered Mr. Eikner's accommodation and the Hakoura Restaurant in Fuheis provided its venue and staff free of charge. GNEHM